

BRISK DEMANDS FOR OLDS AUTO SPEED PLANTS

Popularity and sales exceeding the record breaking volume of last year are being enjoyed by Oldsmobile with the entire new Oldsmobile six and eight, according to Grady Gamble, northwest zone manager for the Oldsmobile division of the General Motors Sales Corporation.

Oldsmobile buyers are particularly fortunate this year in that they are able to obtain the very latest in automotive styling plus a value that is the greatest in Oldsmobile's 40 years of motor car building," said Gamble.

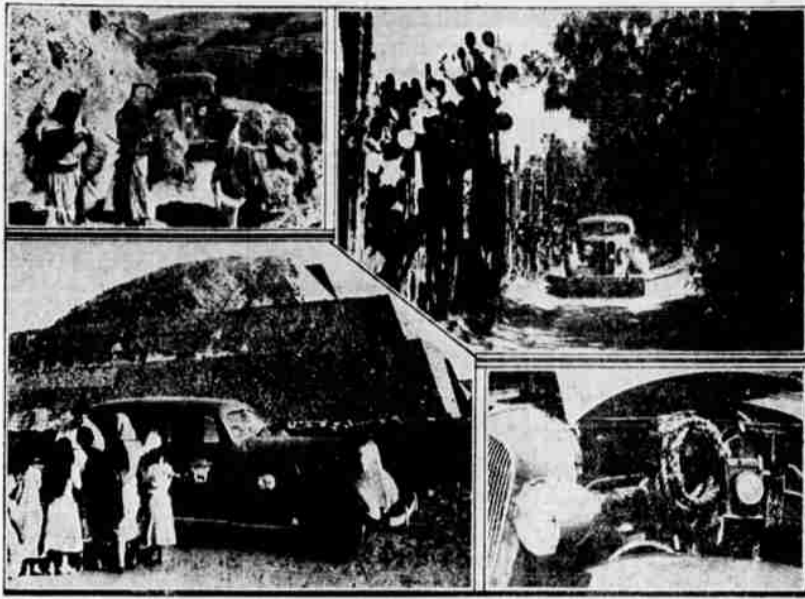
"Our two cars are longer, lower, roomier and more comfortable than those favorites of last year," Gamble added. "The motors provide more power with improvements that permit greater performance and operating economy. The new six develops 35 horsepower and the new eight develops 110 horsepower."

"Not only America's leading style but motor car buyers throughout the country have acclaimed the new Oldsmobiles. In this six, an entirely new interpretation of radiator grille design, combined with body styling that blends, has made a favorable impression everywhere.

"The front end of the new eight has equally definite individuality. Oldsmobile engineers have employed, on this series, a die-cast grille of square mesh design, plated in chrome and outlined with a trim moulding of chrome that adds much to earn for the Oldsmobile eight the reputation of 'style leadership.'

"Factory production schedules have not been geared to capacity at

Chevrolet Road Scout in Mexico



Here are a few of the fascinating scenes visited by James McClure and his Chevrolet during his current survey of roads in the Mexican Republic. Cactus-fenced lanes, bordered with feathery pepper trees, are a common sight in central Mexico. The pyramid is that of Teoyucan, an interesting landmark of Aztec civilization. The view under the hood of Mr. McClure's Chevrolet shows how he stores 17 pieces of survey equipment, including toolboxes, ax, and a complete cooking set. The use of the space around the engine has not affected the cooling qualities of the car, he reports.

Lansing, Mich., and General Motors plant at Los Angeles and our Oldsmobile dealers throughout the Pacific northwest are able to make immediate delivery on almost every body type and color selection desired."

FINANCE PLAN MADE EASIER

Time buyers of Chevrolet, Pontiac, Oldsmobile Buick, LaSalle and Cadillac passenger cars in Oregon are being advised through the medium of an extensive newspaper campaign of a saving of 25 per cent on insurance. This saving on insurance, as compared with rates generally included in finance plans, is available only on the General Motors installment plan.

Most S. Allen, Oregon branch manager of GMAC, pointed out that under this plan the purchaser receives a comprehensive policy in the General Exchange Insurance Corporation, also a member of the General Motors family. This policy protects the owner against fire, theft and accidental damage including earthquake, flood, hail, explosion, windstorm, collision, and many other similar hazards.

It was further learned that the insurance saving of 25 per cent is but one of many features of the complete low cost General Motors car financing service. The advertising now appearing sums up the plan as a complete General Motors service.

OREGON MAN NAMED ON AAA COMMITTEE

E. B. McDaniel, president of the Oregon State Motor association, has been named to the vice-presidency of the American Automobile association's new highway and legislative committee, according to word received from Thomas P. Henry, A.A.A. president, in Washington, D. C.

One of the most important groups in organized motordom, the new committee will assume the duties of the old good roads and legislative

committees. Chairman will be S. Edward Gable of Lancaster, Pa. "With the national congress in session and with the legislatures of practically all the states meeting in 1937, there will be much work ahead for us in protecting the interest of the motorists," said Henry in making the appointment.

McDaniel was chairman of the good roads committee six years ago when the federal highway appropriation was raised from \$75,000,000 to \$125,000,000. At that time the Oregon State Motor association president spent two months in Washington working toward better motoring conditions.

DANGER ZONE MARKS ASKED FOR HIGHWAYS

Oregon lags in marking of highways with distinctive marks indicating sections where it is dangerous to pass other vehicles, the "Oregon Motorist," official publication of the Oregon State Motor association, charged in an editorial.

Other states have long used this life-saving precaution. It was pointed out, and in every instance where it has been tried, motorists have expressed "the highest approval of its efficiency."

"With the center line now running the entire length of highway on tangents as well as curves, there is no warning that one section is more dangerous than another," it was declared editorially. "But by distinctly marking curves and sections of the highway that are particularly hazardous, motorists are warned that it is dangerous to pass and are cautioned to keep on their own side of the road."

Marking of this type is inexpensive and is purely a refinement of the center line, according to the "Oregon Motorist."

Police of Belgium are being given daily shooting practice under the supervision of an expert.

BIG GATHERING OF DEALERS IS HELD, PORTLAND

Joining other Ford dealers and more than 300 Ford salesmen from all sections of Oregon and Southern Washington, Paul Wallace, local Ford dealer, and his sales staff motored to Portland Tuesday to attend the largest Ford gathering ever to be held in that city.

Purpose of the meeting was to meet with and hear W. C. Cowling of Dearborn, Mich., director of sales of the Ford Motor company; A. S. Hatch, in charge of Lincoln Motor company sales; D. J. Hutchins, assistant to Cowling in charge of truck and commercial sales, and H. C. Butkiewicz, manager of business development for Universal Credit company.

"The visit of Mr. Cowling, the man responsible for the direction of Ford sales operation, and his associates, was for the purpose of outlining to our dealer organization the progress made to date in the aggressive 1937 sales program of the Ford Motor company," states Mr. Wallace.

The party came direct from Detroit to the Pacific coast. The special trip was taken in order that the Ford sales directors might visit with and carry to dealers and the coast factory branch organizations the "optimistic story of Ford's national sales record" so far this year.

"Mr. Cowling's visit was eagerly anticipated by every man in our company," continued Mr. Wallace. "It was his first visit to the northwest since the re-opening of the Ford plant in Portland to serve this territory. We always enjoy meeting with Mr. Cowling because of his



1937 Pontiac Touring Sedan Trunks are 50 per cent larger than before. Will take a steamer trunk and other packages... spare tire is at right side giving still more room on left for packages.

MAN MADE ISLAND RISING RAPIDLY

A man-made island is rising in the middle of San Francisco bay, just off the shore of Yerba Buena Island where the trans-bay bridge plunges through the largest-diameter tunnel in the world.

On this piece of dredged land a \$40,000,000 exposition will open its doors in 1939 to receive an estimated 20,000,000 visitors.

Shortly after the exposition closes in December of 1939, all but three of the exhibit palaces will be razed, and the site will become one of the largest, best equipped and most advantageously located air and seaplane bases in the world.

These and many other facts concerning the project were divulged to a party of Nash agents who visited the Golden Gate recently in search of things to interest travelers this summer.

BUY YOUR NEXT CAR (NEW OR USED) on the...

Cash buyer PLAN

Lowest Financing Costs
Smaller Monthly Payments
Insurance Placed Locally (with your own agent or broker)

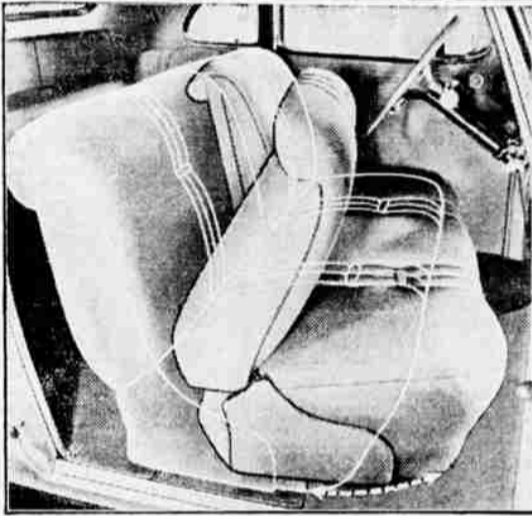
Be a cash buyer for your next car. This new, lowest cost financing plan is available to any one having a satisfactory credit record and a steady income. You select any new automobile or a used car less than three years old, and supply one-third the purchase price either in cash or by the trade-in value of another automobile. This bank then supplies the balance needed to make a cash deal. Before buying a new car or refinancing your present one, investigate what this plan will save you! Call at any Branch of...

★ SALEM BRANCH ★

THE FIRST NATIONAL BANK OF PORTLAND

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Fitted For Easy Entrance



"Arcuated" seat swings as well as tilts

Ease of entrance has been difficult to obtain in brougham or coach type of body. An ingenious method of securing this required ease of entrance into the Brougham, Victoria Coupe and Convertible Brougham bodies on the Hudson and Terraplane cars has been worked out for 1937. As shown in the diagrammatic illustration, all of these seats are pivoted at the left hand side, so that the right hand side may be swung forward, permitting easier access to the rear compartment.

In addition to this pivoting of the seat, the back of the right front seat swings forward in the usual manner. The pivoting of the seat is so easily handled that the normal movement of pushing forward on the seat back not only lowers the back of the seat, but also swings the entire cushion around the pivot as indicated. This arrangement puts the entire seat out of the way and makes it easy to enter or leave the rear compartment.

NEW CARS SHIFT OWN GEARS



... and gears shift themselves!

\$695

mid up for De Luxe Terraplane, \$815 and up for Hudson Custom Six; \$900 and up for Hudson De Luxe Eight... in Detroit, prepared for delivery, with Federal taxes paid. All prices start with coupe.

All prices include following equipment: Front and rear bumpers and bumper guards; one spare wheel, tire and tube; special radiator ornament; double windshield wipers; heavy duty stabilizer; Safety Glass. Hudson and Super Terraplane prices also include spring covers.

Deduction will be made if Safety Glass is not required by state law and not wanted by purchaser. Other accessories at prices quoted by dealers.

Ask about the new low cost Hudson-C. I. F. Time Payment Plan—terms to suit your income.

YES! The new Hudsons and Terraplanes with Selective Automatic Shift do all the work of gear shifting for you! Both hands stay on the wheel! Just the flick of a finger on the handy control up at the steering wheel... just the lift of a toe from the accelerator pedal... and gears shift themselves!

You no longer have to tug at a gear shift lever. You never need touch the clutch pedal. Your front floor is all clear of gear shift and brake levers... nothing in the way of your feet... nothing to stumble over.

Drive this new way today with Selective Automatic Shift, optional at small extra cost on all 1937 Hudsons and Terraplanes. Nothing new to learn... gear positions unchanged.

Discover all the advantages in size, power, room and important new features that make these No. 1 CARS of their price classes. Extra cars are waiting so everyone can try the new way to drive. Come in today.

Try this **NEW WAY TO DRIVE** Before you buy your 1937 car

HUDSON No. 1 CAR OF THE MODERATE PRICE FIELD

TERRAPLANE No. 1 CAR OF THE LOW PRICE FIELD

State Motors, Inc.
525 Chemeketa St. Telephone 8400

HYDRAULIC HILL-HOLD
An optional extra on all models. Keeps your car from rolling backwards when stopped on up-grades.

CHEVROLET TRUCK

breaks all known economy and dependability records

Here's proof!

Through blazing heat... through blasting cold... across high mountains... across level plains... this Chevrolet half-ton truck rolled up amazing new records

AAA

10,244 MILES with 1000-pound load

\$101 TOTAL COST OF GAS

TOTAL COST OF REPAIR PARTS 73¢

Study this unequaled record—then buy CHEVROLET TRUCKS

Location of Test... 'Round the Nation—Detroit to Detroit	
Distance Traveled	10,244.8 Miles
Gasoline Used	493.8 Gallons
Oil Consumed	7.5 Quarts
Water Used	1 Quart
Gasoline Cost	\$101.00
Gasoline Mileage	20.74 Miles per Gallon
Average Speed	31.18 Miles per Hour
Running Time	328 Hours, 31 Minutes
Cost per Vehicle Mile	¢0.098
Average Oil Mileage	1,365.9 Miles per Qt.

These records have been certified by the A. A. A. Contest Board as being officially correct.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICH. General Motors Installment Plan—monthly payments to suit your purse.

"MORE POWER per gallon CHEVROLET LOWER COST per load"

Douglas McKay Chevrolet Co.
430 N. Commercial Telephone 3189